IN THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the present application:

1. (Previously presented) A method comprising:

receiving a message sent over a network by a first user from a mobile device, the message conforming to an asynchronous messaging protocol for sending person-to-person messages between mobile devices;

identifying a specified destination telephone number of the message;

determining whether the specified destination telephone number corresponds to a predetermined telephone number;

if the specified destination telephone number corresponds to the predetermined telephone number, then

using an indicator in the message to identify network-based content that has been published by a second user, and

sending the network-based content to the first user in response to the message, without sending the message to an entity associated with the specified destination telephone number.

2. (Previously presented) A method as recited in claim 1, wherein the messaging protocol is multimedia messaging system (MMS), and the message is an MMS message.

3. (Previously presented) A method as recited in claim 1, wherein the entity associated with the specified destination telephone number is a network-based application or an end user.

4. (Previously presented) A method as recited in claim 1, wherein the predetermined telephone number is a telephone number of an entity other than an end user.

5. (Previously presented) A method as recited in claim 4, wherein the predetermined telephone number is a telephone number of a network operator.

6. (Previously presented) A method as recited in claim 5, wherein the predetermined telephone number is a telephone number of a wireless carrier.

7. (Original) A method as recited in claim 4, wherein the message includes a telephone number of the second user, and wherein the indicator comprises the telephone number of the second user, such that said using an indicator in the message to identify a network-based resource comprises using the telephone number of the second user to identify the network-based resource.

8. (Original) A method as recited in claim 4, wherein the indicator comprises a cryptographic identifier of the network-based content, the method further comprising using the cryptographic identifier to identify the network-based resource.

9. (Original) A method as recited in claim 8, wherein the network-based resource is identified based only on the cryptographic identifier.

10. (Original) A method as recited in claim 1, wherein the method is performed within an intermediary processing system that couples a wireless network to a wireline computer network.

11. (Previously presented) A method as recited in claim 1, wherein the indicator comprises a keyword.

12. (Original) A method of providing access to network-based content, the method being performed in a processing system coupled to a wireless network and to a wireline computer network, the method comprising:

receiving a message sent over the wireless network by a first end user from a mobile device, the message conforming to an asynchronous messaging protocol for sending person-to-person messages between mobile devices, the message including a telephone number of a second end user;

identifying a destination telephone number to which the message is directed, wherein the destination telephone number is a telephone number of a network entity other than an end user;

determining whether the destination telephone number corresponds to a predetermined number;

if the destination telephone number corresponds to the predetermined number, then

identifying a predetermined indicator in the message,

using the telephone number of the second end user and the predetermined indicator in the message to identify network-based content that has been published by the second end user, and

sending the network-based content to the first end user.

13. (Original) A method as recited in claim 12, wherein the destination telephone number is a telephone number of a network operator.

14. (Original) A method as recited in claim 13, wherein the destination telephone number is a telephone number of a wireless carrier.

15. (Original) A method as recited in claim 12, wherein the network-based resource has been previously associated with the telephone number of the second end user and the predetermined indicator by the second end user.

16. (Previously presented) A method as recited in claim 12, wherein the messaging protocol is multimedia messaging system (MMS), and the message is an MMS message.

17. (Original) A method as recited in claim 12, wherein the predetermined indicator comprises a keyword.

18. (Previously presented) A method of providing access to network-based content, the method being performed in a processing system coupled to a wireless network and to a wireline computer network, the method comprising:

receiving a message sent over the wireless network by a first end user from a mobile device, the message conforming to an asynchronous messaging protocol for sending person-to-person messages between mobile devices;

identifying a destination telephone number to which the message is directed;

determining whether the destination telephone number corresponds to a telephone number of a wireless carrier;

if the destination telephone number corresponds to the telephone number of the wireless carrier, then

identifying a predetermined indicator in the message,

using the predetermined indicator to identify network-based content previously published by a second end user, and

sending the network-based content to the first end user.

19-20. (Cancelled)

21. (Previously presented) A method as recited in claim 18, wherein the messaging protocol is multimedia messaging system (MMS), and the message is an MMS message.

22. (Original) A method as recited in claim 18, wherein the predetermined indicator comprises a keyword.

23. (Original) A method of publishing content from a mobile device on a wireless network, the method comprising:

outputting a user interface on the mobile device; and

responding to a single-action user input directed to the user interface by causing content to be transmitted from the mobile device to a remote processing system and stored in the remote processing system, such that the content, when stored in the remote processing system, is available for transmission to a second device in response to a message from the second device, the message conforming to an asynchronous messaging protocol for sending person-to-person messages between mobile devices.

24. (Previously presented) A method as recited in claim 23, wherein the message is a multimedia messaging system (MMS) message.

25. (Original) A method as recited in claim 23, wherein the content comprises rich media content.

26. (Original) A method as recited in claim 23, wherein the message is addressed using a telephone number.

27. (Original) A method as recited in claim 23, wherein in response to the single-action user input, the content is transmitted from the mobile device to the remote processing system in a message that conforms to said asynchronous messaging protocol for sending person-to-person messages between mobile devices.

28. (Original) A mobile device comprising:

a communication interface to enable the mobile device to communicate over a wireless network;

a display device;

a processor; and

a memory storing software which, when executed by the processor, causes the mobile device

to output a user interface on the display device, and

to respond to a single-action user input directed to the user interface from a user of the mobile device, by sending a command to the remote processing system with the content, the command instructing the remote processing system to store the content in association with a user of the mobile device, for subsequent transmission by the remote processing system to a second device in response to a message from the second device, the message conforming to an asynchronous messaging protocol for sending person-to-person messages between mobile devices.

29. (Previously presented) A mobile device as recited in claim 28, wherein the message is a multimedia messaging system (MMS) message.

30. (Original) A mobile device as recited in claim 28, wherein the content comprises rich media content.

31. (Original) A mobile device as recited in claim 28, the message being addressed using a telephone number.

32. (Cancelled).

33. (Original) A method of accessing published content from a mobile device on a wireless network, the method comprising:

outputting a user interface on the mobile device; and

responding to a single-action user input directed to the user interface by requesting content from a remote processing system using a first message which conforms to an asynchronous messaging protocol for sending person-to-person messages between mobile devices.

34. (Original) A method as recited in claim 33, wherein the first message causes the remote processing system to transmit the content to the mobile device in a second message which conforms to said protocol.

35. (Previously presented) A method as recited in claim 34, wherein the first message and the second message are multimedia messaging system (MMS) messages.

36. (Original) A method as recited in claim 34, wherein the content comprises rich media content.

37. (Original) A method as recited in claim 33, wherein the first message is addressed using a telephone number.

38. (Original) A method as recited in claim 33, wherein the content has been previously published on the remote processing system by a publishing end user.

39. (Original) A method as recited in claim 38, wherein the user interface comprises a contact list stored in the mobile device, and wherein the single-action user input is directed to an entry in the contact list corresponding to the publishing end user.

40. (Original) A mobile device comprising:

a communication interface to enable the mobile device to communicate over a wireless network;

a display device;

a processor; and

a memory storing software which, when executed by the processor, causes the mobile device

to output a user interface on the display device, and

to respond to a single-action user input directed to the user interface from a user of the mobile device, by requesting published content from a remote processing system using a first message, the first message conforming to an asynchronous messaging protocol for sending person-to-person messages between mobile devices, such that, in response to the first message, the content is transmitted to the mobile device in a second message conforming to said protocol.

41. (Previously presented) A mobile device as recited in claim 40, wherein the first message and the second message are multimedia messaging system (MMS) messages.

42. (Original) A mobile device as recited in claim 40, wherein the content comprises rich media content.

43. (Original) A mobile device as recited in claim 40, wherein the first message is addressed using a telephone number.

44. (Original) A mobile device as recited in claim 40, wherein the content has been previously published on the remote processing system by a publishing end user.

45. (Original) A mobile device as recited in claim 44, wherein the user interface comprises a contact list stored in the mobile device, and wherein the single-action user input is directed to an entry in the contact list corresponding to said publishing end user.

46-53. (Cancelled).

54. (Currently amended) A method of providing a directory of published content to a user of a mobile device operating on a wireless network, the method comprising:

receiving a first message from ~~the~~ a first mobile device via the wireless network, the first message initiated by a first user using the first mobile device, the first message conforming to an asynchronous messaging protocol for sending person-to-person messages between mobile devices;

detecting a predetermined indicator in the first message, wherein the predetermined indicator indicates that the first message is not to be sent to a second mobile device associated with a destination telephone number of the first message but to request content published by a second user of the second mobile device ~~associated with the destination~~; and

in response to detecting the predetermined indicator in the first message,

identifying a set of ~~published~~ network-based content published by the second user ~~associated with the destination and accessible to the first user~~, and

sending to the first mobile device a second message identifying the set of network-based content, as a response to the first message, the second message conforming to said protocol.

55. (Previously presented) A method as recited in claim 54, wherein the first message and the second message are multimedia messaging system (MMS) messages.

56. (Cancelled).

57. (Currently amended) A method as recited in claim [[56]] 54, wherein the predetermined indicator comprises a keyword.

58. (Previously presented) A processing system comprising:

a communications interface;

a processor; and

a memory storing software which, when executed by the processor, causes the processing system to execute a process that includes

receiving a first message from a mobile device via a wireless network through the communications interface, the first message conforming to an asynchronous messaging protocol for sending person-to-person messages between mobile devices, the message having a destination telephone number assigned to an end user;

detecting a predetermined indicator in the first message, wherein the predetermined indicator indicates that the first message is not to be sent to the end user but to request content associated with the end user; and

in response to detecting the predetermined indicator in the first message,

identifying network-based content published by the end user, and

sending a second message identifying network-based content to the mobile device, as a response to the first message, the second message conforming to said protocol.

59. (Previously presented) A processing system as recited in claim 58, wherein the first message and the second message are multimedia messaging system (MMS) messages.

60. (Original) A processing system as recited in claim 58, wherein the predetermined indicator comprises a keyword.

61. (Previously presented) A method as recited in claim 18, wherein the predetermined indicator is an encrypted indicator.